Note for Slavitt, Josh

From: Nicoli, David

Date: Thu, Jan 13, 1994 9:08 AM

Subject: RE: Inventory-youth laws/programs

To: Slavitt, Josh

Not at all Josh. You raise good points on the usefulness of this info for other purposes and Brennan had said that the briefing materials should contain updated info like this. My note only went to the point of the utility of this info vis-a-vis the SG report. Pls direct, as always, TI to do anything that you believe wqould be helpful.

But does what Brennan said concerning the usefulness of the material for the SG make sense to you?

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From: Nicoli, David on Thu, Jan 13, 1994 8:43 AM
Subject: Inventory-youth laws/programs
To: Boland, James; Slavitt, Josh
Cc: Linehan, Kathleen; Merlo, Ellen

Let me update you on the status of gathering info for the purposes of having an inventory of anti-youth smoking laws and/or programs as a part of our arsenal to fight the release of the upcoming SG report. Josh is sending me material and Covington and TI have other info in their files that will help put the youth issue in context: ie, that not only the industry, but the govt and the private sectors have already taken extensive measures to combat youth smoking.

However, I have had extensive discussions w/Jim and Brennan Dawson from TI, and it seems clear from those discussions that such materials will have very limited utility due to existing political dynamics. Brennan says that it will have no use from a media perspective b/c the debate has moved far beyond what is currently being done: ie, the antis argue that the laws on the books are currently not being enforced and that more needs to be done there, and that the $4 billion currently being spent on alleged advertising and promotion overwhelms the pittance that is spent on the other side. (Moreover, Brennan correctly notes that we would have great difficulty using ADAMHA and ASSIST programs aimed at youth smoking as examples of activities underway in this area since the industry is arguing, legitimately on other grounds, that these programs are ill-advised.) Jim notes that unless we have a third party along the lines of a "parents for priorities" pushing this theme, it will fall on deaf ears.

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